

ABSTRACT

A liquid crystal display apparatus is able to display high quality motion pictures with less after-image when displaying motion pictures and with less fuzzy images without making the response speed of the liquid crystal too fast. The display data emphasized excessively more than a changed value is written into the pixel having any change detected by comparison with the previous display data and its value is made to change excessively more than the value corresponding to its original display data, and then, according to the optical response of the liquid crystal, the lighting time and the lighting period of the light source are controlled for the individual areas of the illumination unit having plural areas.